

CLAIM AMENDMENTS

1. (Currently Amended) A computer-implemented method for the purchase and sale of products by purchasers and sellers, comprising:
 - storing in computer storage information on a product for sale, the information including, an identification of the manufacturer of the product;
 - determining the product was purchased in a transaction between a purchaser and a seller;
 - determining whether the seller is the manufacturer of the purchased product;
 - identifying by the computer a computer incentive program to apply to the purchased product;
 - calculating by the computer a manufacturer incentive to the manufacturer of the purchased product using the identified computer incentive program; and
 - paying distributing the manufacturer incentive to the manufacturer only if the manufacturer was not the seller of the product in the transaction.
2. (Original) The computer-implemented process of claim 1, wherein the incentive is a percentage of a purchase price of the purchased product.
3. (Original) The computer-implemented process of claim 1, wherein the incentive is a percentage of a profit from the sale of the product.
4. (Currently Amended) The computer-implemented process of claim 1, wherein ~~the manufacturer incentive is computed, in part, according to a product attribute~~ the stored information includes a characteristic of the product, and wherein the computer incentive program is identified based, at least in part, on the characteristic of the purchased product.
5. (Currently Amended) The computer-implemented process of claim 4, wherein the ~~product attribute~~ characteristic is a product category.
6. (Currently Amended) The computer-implemented process of claim 4, wherein the ~~product attribute~~ characteristic is a product name.

7. (Currently Amended) The computer-implemented process of claim 4, wherein the ~~product attribute~~ characteristic is a product family.

8. (Currently Amended) The computer-implemented process of claim 4, wherein the ~~product attribute~~ characteristic is an identification of an equivalent product.

9. (Currently Amended) The computer-implemented process of claim 4, wherein the ~~product attribute~~ characteristic is a product date code.

10. (Original) The computer-implemented process of claim 1, wherein said calculating comprises employing one of a plurality of computer incentive programs to calculate said incentive, each such program having criteria specific to a corresponding product.

11. (Original) The computer-implemented process of claim 10 further comprising selecting by said computer a one of said plurality of computer incentive programs having a priority for calculating the incentive.

12. (Original) The computer-implemented process of claim 1, the incentive is based, in part, on a sale transaction.

13. (Original) The computer-implemented process of claim 12 including the step of adjusting the incentive as a function of a plurality of factors.

14. (Original) The computer-implemented process of claim 13, wherein the plurality of factors includes the type of transaction.

15. (Currently Amended) A computer-implemented method for enabling purchasers to buy products that are for sale, comprising:

listing in computer storage products that are for sale;

listing in computer storage the seller of the products;

listing in computer storage the manufacturer of the products;
~~purchasing at least one of the listed products;~~
determining by the computer whether the seller of a purchased product is the
manufacturer of the purchased product;
identifying by the computer a computer incentive programs to apply to a purchased
product;
calculating by the computer a manufacturer incentive to the manufacturer of the
purchased product using the identified computer incentive program; and
~~paying~~ distributing the manufacturer incentive to the manufacturer only if the
manufacturer was not the seller of the product.

16. (Currently Amended) The computer-implemented process of claim 15 wherein the
incentive is a percentage of the purchase price of the purchased product[[s]].

17. (Currently Amended) The computer-implemented process of claim 15 wherein the
incentive is a percentage of the profit from the sale of the purchased product[[s]].

18. (Currently Amended) The computer-implemented process of claim 15 ~~wherein the~~
~~manufacturer incentive is computed, in part, according to a product attribute~~ further comprising
listing in computer storage a characteristic associated with each product and wherein identifying
the incentive program is based at least in part on the characteristic of the purchased product.

19. (Currently Amended) The computer-implemented process of claim 18 wherein the
product-~~attribute~~ characteristic is a product category.

20. (Currently Amended) The computer-implemented process of claim 18 wherein the
product-~~attribute~~ characteristic is a product name.

21. (Currently Amended) The computer-implemented process of claim 18 wherein the
product-~~attribute~~ characteristic is a product family.

22. (Currently Amended) The computer-implemented process of claim 18 wherein the product-~~attribute~~ characteristic is ~~[[a]]~~ an equivalent product.
23. (Currently Amended) The computer-implemented process of claim 18 wherein the product-~~attribute~~ characteristic is a product date code.
24. (Original) The computer-implemented process of claim 15 wherein there are a plurality of computer incentive programs to calculate the incentive, each such program having an individual priority.
25. (Original) The computer-implemented process of claim 24 including the step of determining by computer comparison the computer incentive program having the highest priority for calculating the incentive.
26. (Original) The computer-implemented process of claim 15, the incentive is based, in part, on a sale transaction.
27. (Original) The computer-implemented process of claim 26 including the step of adjusting the incentive as a function of a plurality of factors.
28. (Original) The computer-implemented process of claim 27 wherein the plurality of factors includes the type of transaction.
29. (Currently Amended) A computer system for tracking transactions of goods between parties that are not themselves the manufacturer of the goods and calculating incentives to be paid to the manufacturer based on those transactions and distributing incentives to the manufacturer based on the manufacturer not being the seller of the goods.
30. (Original) The computer system of claim 29 wherein the incentive is a percentage of the revenue from the transaction.

31. (Original) The computer system of claim 30 wherein the percentage of revenue is calculated using a purchase price for the transaction that is set by auction.
32. (Original) The computer system of claim 29 wherein the incentive is a percentage of the profit from the transaction.
33. (Original) The computer system of claim 32 in which the percentage from of the profit is calculated, in part, using a purchase price for the transaction that is set by auction.
34. (Original) The computer system of claim 29 wherein the incentive is a fixed fee.
35. (Original) The computer system of claim 29 wherein the incentive is a discount.
36. (Currently Amended) A computer program, stored on a computer readable medium, that when read by a computer, causes the computer to:
- store in computer storage a listing of products that are for sale;
 - store in computer storage an identification of the seller of the products;
 - store in computer storage the manufacturer of the products;
 - ~~purchasing at least one of the listed products;~~
 - determine whether a seller of a purchased product is the manufacturer of the purchased product;
 - identify a computer incentive program to apply to the purchased product;
 - ~~calculating by the computer~~ calculate a manufacturer incentive to the manufacturer of the purchased product using the identified computer incentive program; and
 - ~~paying~~ distribute the manufacturer incentive to the manufacturer only if the seller was not the manufacturer.
37. (Original) The computer program of claim 36 wherein the incentive is calculated as percentage of the revenue from the transaction.

38. (Original) The computer program of claim 36 wherein the incentive is calculated using a price set by auction.
39. (Original) The computer program of claim 36 wherein the incentive is calculated as a percentage of the profit from the transaction.
40. (Original) The computer program of claim 36 wherein the computer calculation function calculates the incentive using a price set by auction.
41. (Original) The computer program of process of claim 36 wherein the incentive is a fixed fee.
42. (Original) The computer-implemented process of claim 36 wherein the incentive is a discount.